CLAIMS

1. A catalytic converter system comprising:

an upstream substrate having an upstream catalyst disposed thereon, wherein greater than or equal to 70 wt% of the upstream catalyst is disposed at a core of the upstream substrate, wherein the weight percent is based on a total weight of the upstream catalyst disposed on the upstream substrate.

- 2. The catalytic converter system of Claim 1, wherein the upstream substrate is configured to receive greater than or equal to 60% of an exhaust flow volume through the core.
- 3. The catalytic converter system of Claim 2, wherein the upstream substrate is configured to receive greater than or equal to 70% of the exhaust flow volume through the core.
- 4. The catalytic converter system of Claim 1, wherein a closed-couple converter comprises the upstream substrate.
- 5. The catalytic converter system of Claim 1, wherein the upstream substrate is a rounded substrate.
- 6. The catalytic converter system of Claim 1, wherein greater than or equal to 50 wt% of the upstream catalyst is disposed at a reduced core having a diameter less than or equal to 44% of an overall diameter of the upstream substrate.
- 7. The catalytic converter system of Claim 6, wherein greater than or equal to 30 wt% of the upstream catalyst is disposed at a second reduced core having a diameter less than or equal to 30% of the overall diameter of the upstream substrate.
- 8. The catalytic converter system of Claim 1, wherein an upstream converter comprises the upstream substrate, an inlet end, and an outlet end, wherein the inlet end comprises an endplate.

- 9. The catalytic converter system of Claim 8, wherein an exhaust conduit is coupled to the end plate at an angle θ of about 90 degrees to a face of the end plate.
- 10. The catalytic converter system of Claim 1, wherein in the system is capable of obtaining a light-off in less than or equal to 25 seconds.
- 11. The catalytic converter system of Claim 1, further comprising a downstream substrate in fluid communication with an upstream substrate, wherein the downstream substrate comprises a downstream catalyst disposed thereon, wherein greater than or equal to 60 wt% downstream catalyst is distributed at a bulk of the downstream substrate.
- 12. The catalytic converter system of Claim 11, wherein greater than or equal to 80 wt% of the downstream catalyst is distributed at the bulk of the downstream substrate.
- 13. The catalytic converter system of Claim 11, further comprising an under-floor converter comprises the downstream substrate.
- 14. The catalytic converter system of Claim 11, wherein the under floor converter comprises an inlet portion configured to cause turbulent flow in the downstream substrate.
- 15. The catalytic converter system of Claim 14, wherein the inlet portion comprises an endcone.
- 16. The catalytic converter system of Claim 11, wherein the upstream substrate and the downstream substrate are disposed in a housing, wherein a gap is disposed between the upstream substrate and the downstream substrate sufficient to create turbulent flow in the exhaust fluid prior to entering the downstream substrate.

- 17. The catalytic converter system of Claim 16, wherein the gap is up to about 20 mm in length.
- 18. The catalytic converter of Claim 17, wherein the gap is about 10 mm to about 20 mm in length.
- 19. A method of making a catalytic converter, the method comprising:

disposing an upstream catalyst on an upstream substrate; and drying the upstream substrate, wherein greater than or equal to 60 wt% based on a total weight of catalyst disposed in the upstream substrate is disposed at a core of the upstream substrate.

- 20. The method of Claim 19, wherein the upstream substrate is dried with a microwave drier.
- 21. The method of Claim 19, further comprising disposing a downstream catalyst on a downstream substrate; and drying the downstream substrate, wherein greater than or equal to 60 wt% based on a total weight of the catalyst disposed in the downstream substrate is distributed at a bulk of the downstream substrate.
- 22. The method of Claim 21, wherein the downstream substrate is dried in an oven.
- 23. The method of Claim 21, further comprising disposing a retention material around the upstream substrate and the downstream substrate such that the retention material is between a housing and the upstream substrate and the downstream substrate, and wherein a gap of up to about 20 mm is created between the upstream substrate and the downstream substrate.

24. A catalytic converter system comprising:

an upstream substrate capable of maintaining laminar fluid flow therethrough; and

a downstream substrate in fluid communication with the upstream substrate, wherein the downstream substrate is capable of maintaining turbulent flow at least through a portion thereof.

25. The system of Claim 24, wherein the upstream substrate comprises a rounded shape and an upstream catalyst disposed thereon, wherein greater than or equal to 60 wt% based on a total weight of the upstream catalyst is disposed at a core of the upstream substrate; and wherein the downstream catalytic downstream substrate comprises a downstream catalyst disposed thereon, wherein greater than or equal to 60 wt% based on a total weight of the catalyst material disposed on the downstream substrate is distributed throughout a bulk of the substrate downstream substrate.